D
~~D36-8.J~~ 92
T-4A Box

Supplement to Home Furnishings Daily
Advertisement January 12, 1970

# Libbey sets the pace for buying action

# so you can speed up sales on Libbey's fast-stepping Pacesetter line.

**(1) SATIN SHERBET**
White frost with a delicate gold rim. 6½ oz. size. Packed 1 doz. and 2 x 2. Priced from about 79¢ each.

**(2) SATIN COCKTAIL**
Another new elegance from the frosty Satin set. 4 oz. size. Packed 1 doz. and 2 x 2. Priced from about 79¢ each.

**(3) SUPER GRAPHICS II**
Bold, casual, modern designs in vibrant basic colors. Also, SUPER GRAPHICS I — the same *now* designs in striking black and white. Both in three sizes. Packed 2 x 2. Priced about $1.79 set of four.

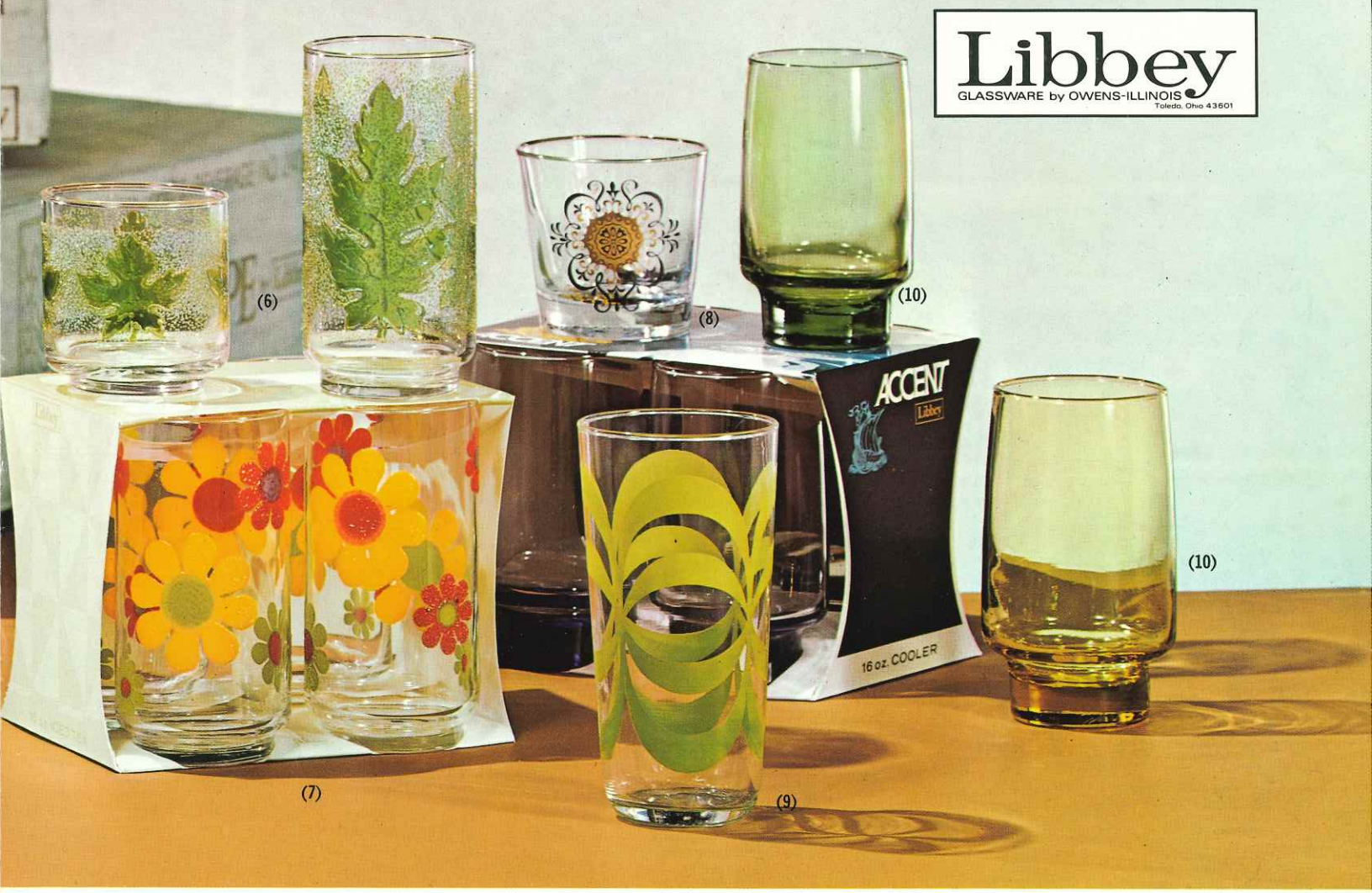
**(4) PARTY FLOWERS**
Bright happy petals in green and blue. Two sizes. Packed 1 doz. and 2 x 2. Priced about $1.39 set of four.

**(5) COLUMBIA**
The Red, White, & Blue look in neat blocks and stripes. Three sizes. Packed 3 doz. and 2 x 2. Priced about 20¢ each.

# Libbey's exciting new collection of pacesetting patterns and shapes in classy colors from the "glassiest" name in the business!

Libbey's new Pacesetter Line, beautifully crafted by Libbey's design consultants and styling staff, will set the pace in the booming glassware market. Its styles range from mod to majestic . . . its packaging from convenient 2 x 2 merchandising packs to one and three dozen bulk cartons for mass displays. And to speed up those high-profit sales, the Libbey line is promoted by strong national advertising where it counts most . . . in leading consumer magazines.

With the best styled glassware line in the business, we've been giving glassware merchandisers a big selling edge for 152 years . . . and keeping Libbey on the lips of women buying glassware everywhere!




**(6) SHERWOOD**
Delicate textured leaves in crisp green frost. Three sizes. Packed 1 doz. and 2 x 2. Priced from about 45¢ each.

**(7) STICKERS**
Pop party put-ons in a glass-on-glass mod flower design! Three sizes. Packed 2 x 2. Priced about $1.99 set of four.

**(8) FRENCH QUARTER**
All the elegant richness of gold and black scrolls. Two sizes. Packed 1 doz. and 2 x 2. Priced about 45¢ each.

**(9) DOVER**
Graceful loops of tonal greens. Three sizes. Packed 3 doz. and Slimline. Priced about 20¢ each.

**(10) ACCENT SETS**
Add popular Gold and Olive hues to our hot new Accent line. Three sizes. Available 1 doz., 3 doz., and 2 x 2. Priced from about 25¢ each.

# PACESETTER BULLETIN BOARD

ATTENTION GLASSWARE BUYERS:

Check with me for the kick-off announcement on new Libbey promotions for Pisa and Drape, Bouquets, Daisies, and Stickers! Let's plan on full inventories for feature displays.

GBP

ALL GLASSWARE DEPARTMENT MANAGERS:

See me for details and sales info. Major promotion on Libbey Accent all sizes; orders have to be in by March 16, 1970. Plan your displays now. Suggest end caps where possible.

DON'T FORGET...
Sales meeting on Friday. To cover new Libbey Pacesetter catalog ...contact distributor or Libbey salesman for extra copies.

RHM

FOUNTAINWARE SPECIAL:

Understand there will be a special on Libbey's new SCOOP GROUP fountainware line. Looks great for an early summer push!

ADVERTISING ACTION:

Have received advance proofs of 1970 national advertising campaign. Looks great! See me for schedules and tie-in promotions.

FLASH:

Saw a Pacesetter preview at the Libbey Booth (G# 714-718) at the Housewares Show. Looks like a hot line!

Libbey
GLASSWARE by OWENS-ILLINOIS
Toledo, Ohio 43601

(Prices slightly higher West and in Canada)